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THE

# PROGRESS MAGAZINE

JANUARY

1910

TEN CENTS



WHAT NEW YORK IS DOING TO-DAY  
— In This Number —



## THE POSITION OF THE AMERICAN PERIODICAL

AND THE PART THE MAGAZINE READERS PLAY IN  
THE SECOND CLASS RATE DISCUSSION

By

WILLIAM F. SCHRAMM

*Circulation Manager, The Progress Magazine. Correct English, Opportunity*

THE periodical publishers of the United States are face to face with a crisis, which, if it reaches a climax, will leave a path of ruin among the monthly and weekly publications of the country; and, in addition, either the reading of the average American family will be reduced considerably, or the cost of it will be increased manifold.

The discussion has grown out of President Taft's message to Congress, in which he pointed out a loss to the Post Office Department on second-class matter of more than \$60,000,000. This loss he claims is caused largely by the rate of 1 cent per pound which is charged on second-class mail matter, including not only the newspapers, but magazines and periodicals, on which it is stated the actual cost of transportation is more than 9 cents per pound. The President suggests that a great saving might be made, amounting to more than half of the cost, by imposing upon magazines and periodicals (daily newspapers may be excepted) a higher rate of postage. In turning over his suggestion to Congress he states that he doubts "the wisdom of a policy which constitutes so largely a subsidy and requires additional taxation to meet it."

Postmaster-General Hitchcock has taken the matter up, also, and has practically seconded Mr. Taft's recommendations, and it is not beyond possibility that if the publishers and readers of magazines do not rise up in wrath over this proposed unjust "taxation," your own favorite periodicals and guardians of your interests may be compelled to discontinue publication.

If the President's recommendations are passed through Congress, the second-class postage rate on periodicals would be increased anywhere from 300 to 500 per cent. This would require publishers to pay from three to five times as much postage on their periodicals, compared with the present rate, and it will not be possible to do

this unless the subscription price of each and every paper is increased accordingly. The proposed recommendations border practically on an "unjust taxation" against public education; and that is something which the American citizen will not tolerate for a moment.

Periodicals are performing a duty to the country and are becoming just as much a necessity as our public school systems and educative enterprises, both municipal and federal. Yet who would dare say that these undertakings were a loss. The influence of the second-class publications is just as valuable to the growth of the nation. Incidentally they furnish the means whereby the Post Office Department, as a whole, is practically made to exist and form the foundation upon which many a successful national manufacturer and producer builds his business; and they are the means of livelihood of hundreds of thousands of workers—professional, clerical, printing trades, etc.

The President and his Postmaster-General seem to have overlooked the fact that, aside from the education and entertainment which magazines and weeklies furnish, they tend to create the business of the Post Office Department in the first and third and fourth class divisions. If all publications of the country were to suspend publication, or if all the advertisers would cease to publish announcements in the advertising departments of the magazines, where would the first class and third class and even fourth class stand? It is only through the monthlies and weeklies and semi-weeklies that such a business is created. When one advertisement in THE PROGRESS MAGAZINE brings over 350 orders, and possibly as much more correspondence, it means that 700 "first-class" letters have been sent, followed by 350 books or packages, and still more first-class mail matter and follow-ups. This record only shows the result of one advertisement. The larger magazines of the





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## PROGRESS MAGAZINE READERS' Advertising Contest.

This magazine has become through the increasing patronage of its readers, and its consequent enlarged circulation, a national advertising medium of unusual and pronounced benefit to the advertiser of merit. The character of its advertisements, together with the cleanliness of its pages, have both gone far toward placing THE PROGRESS MAGAZINE on a plane of its own. But by refusing each month hundreds of advertisements that other periodicals accept, the income from this source is naturally decreased. PROGRESS is first a magazine for the home, and it is the desire of the publishers to make it a model of the kind. The quick appreciation that has been shown on the part of its readers has been most encouraging and has convinced the publishers more than ever of the soundness of their belief—a conviction that the advertising pages can be made wholly clean and trustworthy. And yet to make a success of any periodical or any new venture—so daring in its conception—it is a necessity to look first to the reading public for co-operation and support.

The advertising pages of a magazine or periodical form the life of its business. It is for this reason that we have determined to ask of the readers of THE PROGRESS MAGAZINE their kindly and thoughtful co-operation in placing the periodical before the public as an advertising medium that brings results. We want especially to feel the pulse of our readers so that our advertising pages will be better able to conform to their ideals.

For this reason THE PROGRESS MAGAZINE has prepared a list of different lines of merchandise, etc., widely advertised in the periodical press. We ask you to name one advertiser coming under the head of each classification given below. It must be an advertiser not now in THE PROGRESS MAGAZINE, but which you feel should be in our advertising columns. Give a few brief reasons why you feel it would be to the advantage of each to be represented there. You may select these advertisers from any of the reputable magazines or periodicals published in this country.

The points on which the award will be based will be: Strength of argument; neatness of preparation; conciseness and briefness of statement.

THE PROGRESS MAGAZINE will award prizes for these lists, as follows:

For the best list, \$10.00.

For the second best list, \$5.00.

For the third best list, \$3.00.

For the next ten best lists we will give you your choice of one copy of the Ten Masterpieces. Lists must be received not later than August 1st.

The advertisers listed must be of national reputation and—as far as is known to the compilers of the lists—of responsible character. The judges of the contest will be the Editor, the Secretary and the Advertising Manager of THE PROGRESS MAGAZINE. Announcements of the winners will be published in the September number of the magazine.

The classification list follows:

**MEN'S CLOTHING.**  
**WOMEN'S CLOTHING.**  
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**PIANOS OR MUSICAL INSTRUMENTS.**  
**BOOKS AND MAGAZINES.**  
**FOUNTAIN PENS.**  
**HOSIERY AND UNDERWEAR.**

Every reader of the PROGRESS MAGAZINE, whether a one-time purchaser or a subscriber, is qualified to enter this contest, which entails no expense to you and should afford, instead, an evening of entertaining diversion. We feel that the high object for which this periodical is striving deserves your support and appreciation and we urge all readers to co-operate with us. Be sure to put your name and address on the list and send on or before August 1st to

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### PLAIN TALKS TO YOUNG MEN....postpaid 12c

It is not necessary for us to enter into a detailed description of this booklet, but we simply say that the Doctor takes the young man into his confidence and tells him what every parent should tell his son in early youth. It dispels all the superstitions on the subject that have gained currency, and brings good cheer to the young man who has been scared to death by quack doctors. Any parent may safely place this booklet in the hands of his boy and will agree with us upon reading the same that the author has done a great work for mankind in preparing it.

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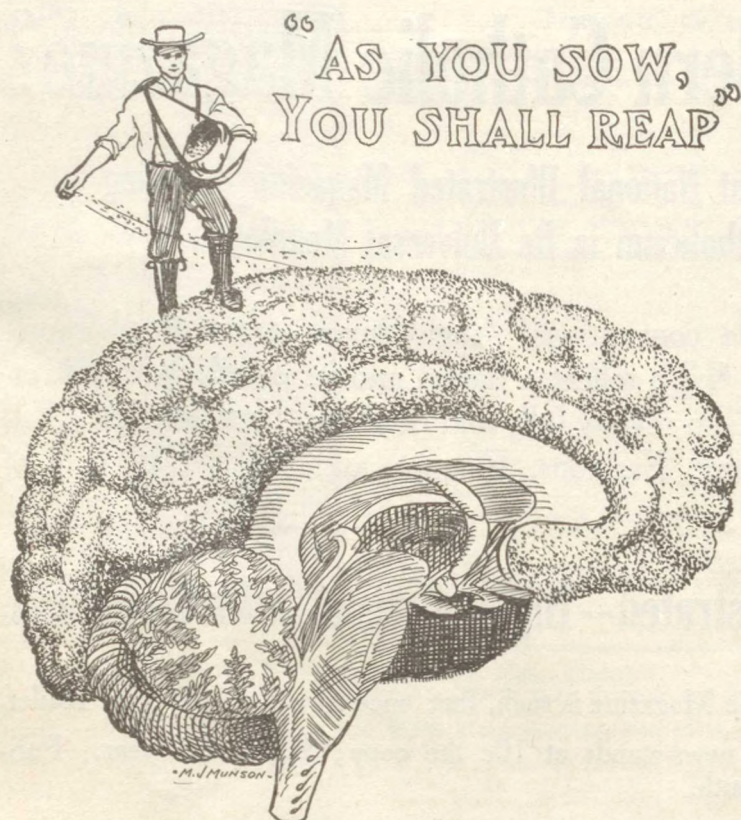
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Chapter III.—Why Man Looks Old Enough Nature Gives Him A New Body Every Year.

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Chapter VII.—Conscious Harmony With The Law Of Perpetual Renewal.

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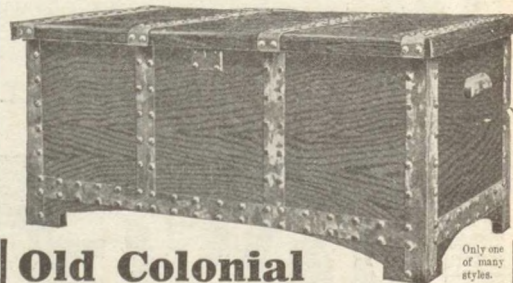
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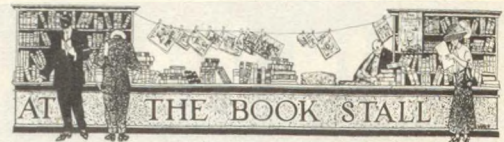
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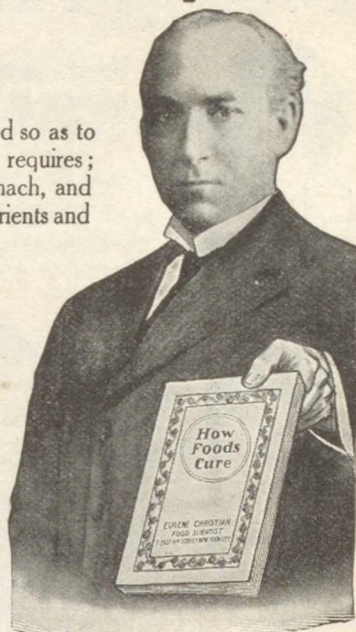
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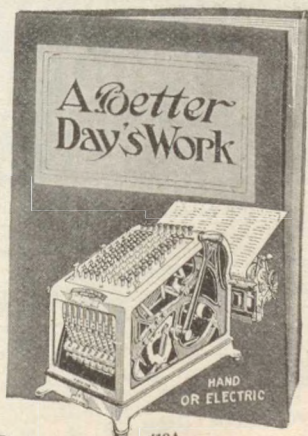
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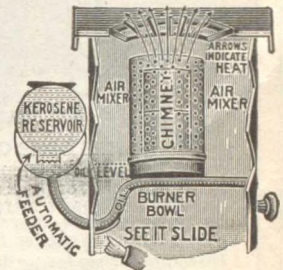
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### Valveless, Wickless Automatic Oil-Gas and Air-Burner Stove

automatically generates gas from kerosene oil, mixing it with air. Burns like gas. Intense hot fire. Combustion perfect. To operate—turn knob—oil runs into burner—touch a match; it generates gas, which passes through air mixer, drawing in about a barrel of air to every large spoonful of oil consumed. That's all. It is self-regulating, no more attention. Same heat all day or all night. For more or less heat, simply turn knob. There it remains until you come again. To put fire out, turn knob, raising burner—oil runs back into can, fire's out. As near perfection as anything in this world. Ideal for Summer Use. No dirt, soot, or ashes. No leaks—nothing to clog or close up. No wick—not even a valve, yet heat is under proper control.

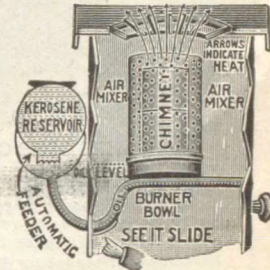
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Pioneers of the direct plan of piano selling, our unparalleled success has brought forth many imitators, but no competitors, either as to the excellence of our product or the integrity and economy of our methods. Forty years of daily increasing business and 45,000 satisfied buyers testify to this.

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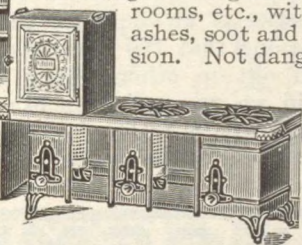
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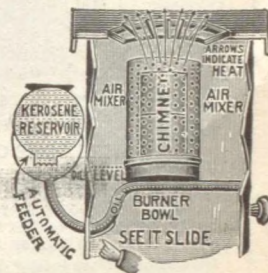
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One, two or three burner sizes—with or without oven.



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Inflated in 10 seconds  
Carried in the pocket

Clasps around the neck automatically and will keep the head of a person weighing 200 pounds above water.

Made of the highest grade material, is reliable, durable and guaranteed air tight. Ask your dealer to show you our "Zephyr" Swimming Collar, then you will see its value.

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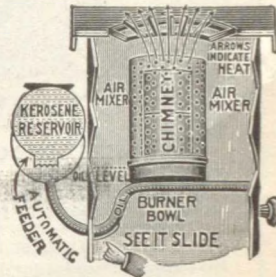
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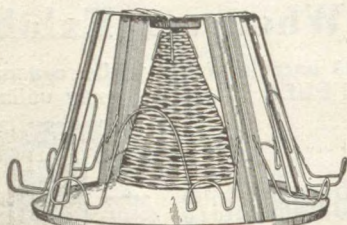
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## Five-Slice Wire Cone Incandescent TOASTER

*Prove all Things by Demonstration*

That is what we ask for our WIRE CONE TOASTER  
Give it the Test



### WIRE CONE GAS TOASTER

Has a convex bottom. Fits all stoves. Open top toasts fifth slice, or heats any dish at the same time you toast. It toasts more bread in less time than can be done in any other way. Once tried you will use no other. Write for Prices.

**Directions**—Place toaster directly over flame so that the cone will heat evenly. When cone is red-hot place bread in wire holder, and one slice on top. It will surprise you the way it toasts. Only a trial is needed to prove its worth.

Sample by mail or express 50 cents

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**HARKINS & WILLIS**

*Inventors and Manufacturers*

No. X 547 Elizabeth St.

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## ONYXIS INGROWING TOE-NAIL APPLIANCE

A silver automatic device easily adjusted to the troublesome nail. It gives immediate relief and the cure is permanent. The shoe can be worn with perfect comfort while using the appliance. Satisfaction guaranteed or your money will be refunded. In twenty-five years not one complaint.

The supreme confidence with which we recommend our remedy for this distressing ailment is fully warranted by the experience of those who have used the Onyxis Appliance. We could fill pages with enthusiastic testimonials, but the following extracts from recent letters will convince any sufferer of the excellent merits of this simple device:

**Mr. H. A. Gerhardt, Whipple, Ohio,** says: The ingrowing toe-nail cure I purchased from you April, 1902, cured me entirely. I have not been bothered with ingrowing toe-nail since.

**Mr. H. B. Whitmer, Tarpon Springs, Fla.,** wrote: I used your appliance for ingrowing toe-nail, found it as represented, and have not been bothered with the nail since. I would not take \$25 for it if I could not replace it.

**Mrs. W. A. Simons, Chance, Ind.,** writes: I suffered with an ingrowing toe-nail for over twelve years; once had a doctor pull the nail out, but it grew in again as bad as before. I could not wear my shoe without cutting away the toe of it. In May, 1902, I was thinking of having my toe amputated, when I heard of your Toe-Nail Cure, and sent for it. I used it and got immediate relief, and in a short time my toe was well. I am very grateful.

Mailed to any address on receipt of one dollar.  
Full information mailed on request.

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Cut out this ad and send it to some sufferer.

be written. There are no vague and high-sounding phrases, no dogmatic statements. Every step of the way is made plain.

Mr. Davis says: "If we would be warm, we do not theorize about the sun, but we go into the sunlight. Concern yourself, not so much with what is God, but what is God to you. Take counsel with yourself as to whether the idea of good, or of evil, is uppermost in your mind. Which are you making real to yourself in your thoughts? How much are you bringing God into consciousness by thinking good and excluding evil? Reflect that when your consciousness is wholly filled with good there is no reason for its opposite, which then ceases to have even an apparent reality to you." All this is not new to the student along these lines, but Mr. Kirkham's clearness of statement gives it new meaning. He also gives us this thought which we cannot be reminded of too often:

"It is impossible to injure others without injuring self, and whatever benefit we confer upon others we at the same time confer upon ourselves. \* \* \* For could we realize that, by inexorable laws, every injury we do to another, we do to some part of ourselves as well; that every injustice is at the same time a self-deprivation; that the quality of thought we send out to others comes back to us—could we grow wise, in other words—the world would wear a different face and life would be sweetened. But, as a fact,

## KOSMEO

### Cream



Creates a Sun and Wind Proof Complexion free from pimples, blackheads and blemishes. It positively prevents freckles, tan and sunburn, leaving the skin clear, soft and velvety. Price 50 cents at dealers or by mail.

### Kosmeo Powder

is dainty and invisible. It adheres well and unlike most face powders it is absolutely harmless. Applied after using Kosmeo Cream it insures a natural, fresh, youthful complexion. Three shades—flesh, white and brunette. Price 50c at dealers or by mail. Free samples and our 64-page book "Aids to Beauty."

Mrs. Gervaise Graham,  
1581 Michigan Ave., Chicago.

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AND MEN'S**BODY POISE BRACER**

THIS IS BUILT RIGHT



Patent Allowed

An elastic cap fits the ball-joint of shoulder and the pull is on that point. **Not** on the muscles of chest and under arm. **It flattens back and lifts chest and compels deep breathing.** No pull is placed across abdomen or stomach, and deep breathing muscles are free.

In the Ladies' and Children's the Hose Supporters are attached.  
In Men's the suspenders are attached. :: :: :: :: ::  
Made of best materials throughout.

Women's and Children's, \$2.50  
Men's - - - - - 2.75

In Silk throughout  
Women's and Children's, 5.00  
Men's - - - - - 5.50



Patent Allowed

A \$10.00 lesson in deep breathing and poise is sent with each Bracer. Sent prepaid on receipt of price

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**DID YOU MISS**

the special offer of our Latest Model No. 8

**AMERICAN \$50 TYPEWRITER**  
**For \$35**

payable \$5.00 cash and \$5.00 a month for six months?

If you need another Typewriter in your office, or have no Typewriter in your home, it certainly will pay you to write us for a copy of our *special limited offer*, and mention The Progress Magazine.

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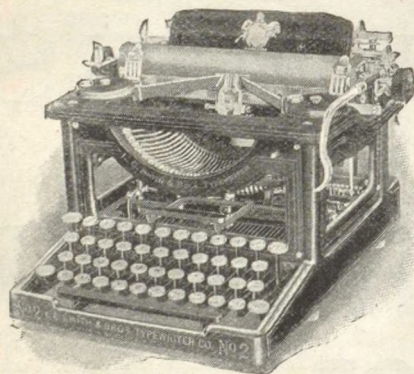
## Brown Your Hair

"You'd never think I stained my hair, after I use Mrs. Potter's Walnut-Juice Hair Stain. The Stain doesn't hurt the hair as dyes do, but makes it grow out fluffy."

### SEND FOR A TRIAL PACKAGE

It only takes you a few minutes once a month to apply Mrs. Potter's Walnut-Juice Hair Stain with your comb. Stains only the hair, doesn't rub off, contains no poisonous dyes, sulphur, lead or copper. Has no odor, no sediment, no grease. One bottle of Mrs. Potter's Walnut-Juice Hair Stain should last you a year. Sells for \$1.00 per bottle at first-class druggists. We guarantee satisfaction. Send your name and address on a slip of paper, with this advertisement, and enclose 25 cents (stamps or coin) and we will mail you, charges prepaid, a trial package, in plain, sealed wrapper, with valuable booklet on Hair. Mrs. Potter's Hygienic Supply Co., 882 Groton Bldg., Cincinnati, Ohio.

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has the Gardner ball-bearing joint. Adds years of profitable efficiency to life of the machine.

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